Apple Internet Router: Strategy Q&A (2/93)

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TOPIC --

This article answers questions about the router strategy surrounding Apple
Internet Router.

DISCUSSION ---

Q: Who are the companies that Apple competes with in the router market?
A: Apple's key competitors are Cisco Systems, Novell, Shiva, and Cayman
   Systems.

Q: How is Apple's router product family differentiated from the
   competition?
A: The Apple Internet Router Product Family is clearly the easiest to use
   solution for connecting small and medium AppleTalk workgroups,
   via either a LAN or a WAN, over diverse media types. Also, the Apple
   Internet Router is currently the only one that supports
   AURP and its many features such as network number remapping and hop
   count reduction.

Q: Why hasn't Apple provided multiprotocol routing with its newest router?
A: Our customers clearly indicated the need for an AURP-type solution.
   While Apple understands the value of multiprotocol support in its
   router, such development would have taken much longer to bring to
   market. Our priority was to meet our customers' needs as quickly as
   possible.

Q: Will Apple provide additional Internet extension products in the future?
A: It is Apple's policy to not discuss future product directions due to the
   competitive nature of the technology marketplace. However, Apple is
   always evaluating new technologies and new solutions that may one day
   make life even easier for our customers.

Q: Why is Apple providing a new family of internet router products?
A: Apple's original router solution—the AppleTalk Internet Router 2.0—was
   best suited as a solution for interconnecting LANs. The Apple Internet
   Router provides a good solution for interconnecting both local and
   remote workgroups.

Q: Does Apple intend to introduce router hardware products in the future?
A: It is Apple's policy to not discuss future product directions due to the
   competitive nature of the technology marketplace.

Q: What is the installed base of AppleTalk Internet Router 2.0 users?
A: IDC estimates an installed base of approximately 20,000 AppleTalk
   Internet Routers.

Q: What market share does the outgoing AppleTalk Internet Router 2.0
   currently have?
A: IDC estimates Apple's 1992 share of the router market to be about 18
   percent.

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